

Put your analytics applications into overdrive

*Get more from IBM Informix Warehouse Accelerator with
the Intel Xeon processor E7 family*



Overwhelming data compromises business intelligence

Prompt data analysis fuels the critical business decisions that lead to competitive advantage. While understanding historical patterns allows you to predict trends and adjust your business plan accordingly, the efficacy of that analysis is threatened by the sheer flood of data that challenges every business.

Expanding data volumes and numbers of users can quickly overwhelm the analytics engines and storage systems intended to turn data into actionable insight. Basic data warehouse queries may take a substantial amount of time, and more sophisticated queries—such as those that access millions of rows of data—take unpredictable and unacceptable amounts of time.

As volumes of data continue to grow, more and more database administrators are required to tune and manage data warehouses in attempts to improve performance and keep the business agile. Tasks like creating schemas, indexing, building cubes and summary tables, and creating partitioning strategies all require extensive planning and human effort.

IBM and Intel offer a scalable path to on-time analysis

To make better, more-informed business decisions and respond to change with agility, you need the ability to quickly perform deep analysis as well as the capacity to scale performance as data volumes continue to grow—all while minimizing manual administration and controlling total cost of ownership.

Intel and IBM have worked together for more than a decade to deliver optimized, scalable, enterprise-class computing solutions for data management and analysis. With IBM® Informix® Warehouse and the Intel® Xeon® processor E7 family, IBM and Intel are partnering to deliver superior performance for in-memory analytics processing—helping you turn massive amounts of data into business opportunities.

Performance to deliver actionable results fast

Informix Warehouse Accelerator helps you get answers to extraordinarily complex queries at near-real-time speeds, consistently, without requiring any tuning or changes to business applications. As queries come in, the solution transparently accelerates them to analytics applications. Using a special columnar scheme developed by IBM, the accelerator compresses and stores data completely in system memory, eliminating the overhead of disk I/O.

The result: extreme speed for extremely fast business decisions. Informix Warehouse Accelerator delivers breakthrough warehouse query performance up to 100 times faster than traditional data warehouses, with some clients reporting as much as 760 times faster.

Cost-effective scalability that keeps pace with your business

With Informix Warehouse Accelerator, you can take advantage of the promise of business intelligence despite ever-growing volumes of data. It capitalizes on today's processors by running parallel instructions, optimizing algorithms to exploit each on-chip cache. This enables massive scaling and significant performance gains for virtually unlimited cost-effective data warehouse growth.

“IBM Informix Warehouse Accelerator software reduced our workload time from 9.5 hours to 15 minutes, all without any database tuning or the need to manage physical storage.”

—Lester Knutsen, President, Advanced DataTools Corporation

Beyond eliminating the tuning required for traditional data warehouses, Informix Warehouse Accelerator helps decrease operational complexity with a single complete data management platform for mixed-workload environments. Administrators save even more time with support for front-end analysis and reporting tools like IBM Cognos®, mashups and other dashboards.

As your environment grows, you can match data warehouse performance to business growth while lowering the total cost of ownership. Informix Warehouse Accelerator runs on readily available off-the-shelf hardware, minimizing costs as you scale capacity and performance. Instead of constantly adding more processing power and storage, organizations can add components that fit their needs and make better use of existing infrastructures. Plus, Informix Warehouse Accelerator deploys on virtual and cloud environments, providing additional choices and cost savings.

“For hybrid environments, Informix has a number of unique capabilities that cannot be matched by either conventional data warehousing vendors or traditional data warehouses.”

—“IBM Informix in hybrid workload environments,” Philip Howard, Bloor Research, August 2012

Engineered for analytics

Intel and IBM have worked together to develop a cost-effective way to apply the advanced technologies of the Intel Xeon processor family to optimize data delivery and data management. Engineered for reliability and security as well as power efficiency, the Intel Xeon processor E7 family delivers high performance to accelerate even the most demanding warehouse queries.

With Informix Warehouse Accelerator running on the Intel Xeon processor E7 family, you can increase data warehouse performance by leveraging support for system RAM up to a terabyte as well as 128-bit registers. Streaming SIMD Extension (SSE) technology helps to maximize the benefits of in-memory technology and scan billions of rows in seconds. Columnar compression and query processing algorithms take advantage of the up to 30 M cache per Intel processor to eliminate disk I/O.

“The large memory capacity and advanced reliability features delivered by the Intel Xeon processor E7 family combined with the query acceleration technology of the IBM Informix Warehouse Accelerator provide a solid platform for delivering real-time analytics that can help companies shorten their decision-making time.”

—Pat Buddenbaum, Director, Intel Mission Critical Computing

Quickly get the insight you need

IBM delivers high-performance data analysis capabilities. Informix Warehouse Accelerator, which is optimized for the Intel Xeon processor E7 family, enables knowledge workers to quickly extract business insight from more data using fewer resources. Faster response times mean faster answers, faster insight and an agile business that can better compete—today and tomorrow.

For more information

To learn more about Informix and Informix Warehouse Accelerator, please contact your IBM representative or IBM Business Partner, or visit the following websites:

- ibm.com/informix
- ibm.com/informix/warehouse

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